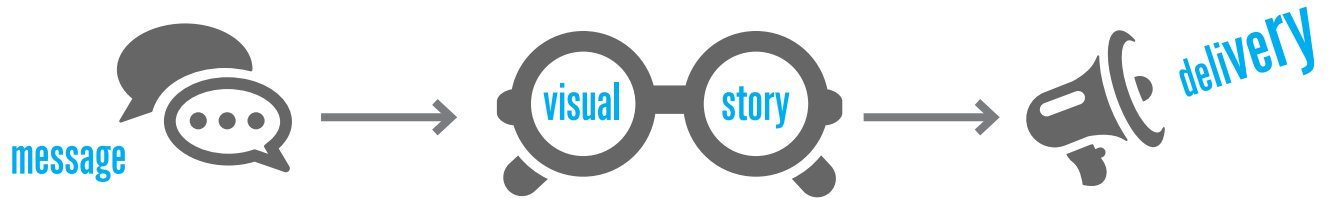




tips for creating and delivering
engaging presentations



<p>Consider your approach</p> <ul style="list-style-type: none"> • What problem are you trying to solve? • Who is your audience? • How will you connect with them? (ie. story telling, anecdotes, images, words) • How might they resist? • What are their expectations? • What message do you want to leave them with? • How do you want them to feel? 	<p>Think visual and compelling</p> <ul style="list-style-type: none"> • Sketch out your entire presentation and think about how it will flow • Put slide titles (or key lines) on one page – do they tell a coherent story? • Break it into chapters and ensure the storyline is respected • Ensure your main message/insight is evident and hasn't been lost in data overkill • Turn words into pictures – where appropriate use large photos and images to accompany your story • Develop diagrams • Use infographics where appropriate • Cull data and excess words • Put in the effort to transform your presentation into a visual story that supports your message 	<p>Deliver, deliver, deliver</p> <ul style="list-style-type: none"> • Use local colour – find something (a hook) to bring people in, get their attention. A reference to the weather, your last visit, a local sports team, or a news event can be fun • Involve the audience in a low impact way. Ask a question that simply calls for a raised hand, like 'how many audience members ...?' This gets people involved without putting them on the spot
<p>Actions</p> <ul style="list-style-type: none"> • Brainstorm your ideas • Develop a theme (if appropriate) • Create the structure/storyline (start, middle, end) • Challenge your thinking • Write a script • Ask for feedback 	<p>Actions</p> <ul style="list-style-type: none"> • Challenge each slide – Ask 'so what? What is the point of this slide/data? Is this insight relevant?' • Use client specific template/s, or be sympathetic to client colours and branding where appropriate • Rehearse your delivery with the content • Ask for feedback • Rehearse again 	<p>Actions</p> <ul style="list-style-type: none"> • Consider the tools to supplement your presentation (handouts, props) • Include appendices and source all data • Rehearse often – practice your presentation so many times that you are sick of it • Ensure you keep to your allocated time – don't go over the time limit • Ask for feedback
<p>• Don't underestimate the importance of a story</p>	<p>• Remember – this is a presentation not a document; an audience will listen or read – they will not do both</p>	<p>• Rule the slides, don't let them rule you!</p>



Strategic Facilitators services ★★★★★

The Strategic Facilitators design and communications team create and produce presentations and presentation materials of the highest standard.

We do this through:

- presentation design** Creating presentations that tell a story and engage your audience.
- script development** Helping clients develop scripts to deliver key messages.
- presentation coaching** Coaching presenters on delivery and impact.
- template preparation** Ensuring templates are set up correctly. This is important when presentations include inputs from multiple sources.
- visual development** Turning words to pictures, and creating infographics that tell a story.
- supporting documents** Helping presenters determine what should be presented and what could be supporting materials, such as hand outs, pre-reading, fact packs, among other things.

References: Duarte, N 2008, *Slide:ology – The art and science of creating great presentations*;
10 Fun and Interesting Presentation Ideas www.businessesgrow.com/2014/08/05/interesting-presentation-ideas/

www.strategicfacilitators.com.au

want to know more?

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